

NORA FARRELL

(314)265-7761

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EDUCATION

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

Bachelor of Arts, Broadcast Journalism and Communication, minor in Business Marketing

MAY 2013

GPA: 3.71

RESUME REEL

<https://www.youtube.com/watch?v=ISh-zrAoj-Y>

www.norafarrell.com

RELATED EXPERIENCE

Stage Manager, Monumental Sports and Entertainment, St. Louis, MO

Fall 2014

- Assisted the Washington Capitals ice-level reporter as needed and aided the producer with whatever else was needed.

Sideline Reporter, SEC Network, Fayetteville, AR

Fall 2014

- Interviewed coaches and local dignitaries for the inaugural SEC Network broadcast of Arkansas versus Creighton women's soccer included halftime interview with head coach breaking down level of play.

Arkansas Razorbacks Multimedia Journalist, SEC Media Days, Birmingham, AL

Summer 2014

- Shot and edited behind-the-scenes and press conference footage for packages for ArkansasRazorbacks.com.
- Tweeted updates throughout the day for @RSNMediaHD.

Video Editor Intern, Univ. of Arkansas Athletic Department Broadcast Services, Fayetteville, AR Summer 2013-Summer 2014

- Operated a variety of video shooting, editing, and production equipment to create new content for ArkansasRazorbacks.com.
- Ran cameras and graphics for live production of various sporting events including football, baseball, and basketball.
- Fulfilled video requirements of the academic and community relation arms of the athletic department.
- Oversaw scheduling of 6 student assistants.

Student Assistant, Univ. of Arkansas Athletic Department Broadcast Services, Fayetteville, AR Summer 2012-Summer 2013

- Produced all video content for the women's soccer and men's tennis teams.
- Crewed live events for the Olympic sports.

Sideline Reporter, Cox Sports Television, Fayetteville, AR

Spring 2012, Spring 2013

- Sideline reported for television broadcasts of University of Arkansas baseball games.
- Researched and generated story ideas for live hits throughout the game.

Production Assistant, CBS Sports Network, Fayetteville, AR

Fall 2012

- Supported crew through setup, teardown, and anything else needed throughout the production of *College Football Confidential: Arkansas*.
- Acted as local liaison as the only member of crew that was based locally.

Sports Department Intern, KSDK-TV, St. Louis, MO

Summer 2012

- Published stories to the website; generated story ideas for the sports department.
- Coordinated interviews, logged stories, assisted and shadowed reporters.

Reporter, UATV, Fayetteville, AR

Spring 2011-Spring 2013

- Covered a variety of stories as a one-man-band, reporting both in the studio and out in the field.
- Produced *Arkansas on Campus* using EZ News to structure show.
- Filled in the following production roles as needed: technical director, camera operator, graphics coordinator, and teleprompter.

ADDITIONAL EXPERIENCE

Content Editor, HowHeAsked.com, St. Louis, MO

Spring 2015-Present

- Write blog posts and proposals stories and integrate with photos and video content.
- Develop and expand vendor contacts.
- Collaborate with founder on website redesign concepts and ideas.
- Use Search Engine Optimization (SEO) boosting techniques to build recognition of a brand that relies almost entirely on word of mouth marketing.

RELATED SKILLS

Experience in generating and developing packages, interview features, game highlights, VOs and VO/SOTs.

Proficiency in broadcast software including Final Cut Pro, Adobe Premier, Adobe Photoshop, ENPS, EZNews, and Crossfire.

Proficiency with broadcast audio and video equipment including Sony P2 and DSLR cameras.

HONORS

Graduated Cum Laude, member and former president of Lambda Pi Eta Honor Society, successfully defend honors these "An In-Depth Analysis of Soccer Viewing Behavior in the United States, and CRLA Level 1 Academic Tutor.